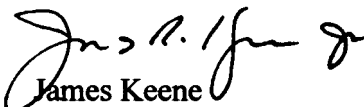




MEMORANDUM

DATE: January 6, 2004

TO: Members of the Mayor and Council
Subcommittee on Downtown and
Rio Nuevo

FROM: 
James Keene
City Manager

SUBJECT: Gem Show 50th Anniversary Update

Issue - This item has been scheduled to provide Mayor and Council an update on plans to honor the 50th anniversary of the Tucson Gem and Mineral Show

City Manager's Recommendation – The City Manager recommends that staff be directed to proceed with the implementation of this celebration.

Background – This year the Tucson Gem and Mineral Society (TGMS) is celebrating the 50th anniversary of their annual Tucson Gem and Mineral Show. This event has been responsible for the growth of many diverse gem and mineral shows throughout the Tucson community. Of note is the American Gem Trade Association meeting that also takes place at the Tucson Convention Center.

All of these shows combined are considered to be the largest of its kind in the world. A 2000 study by FRM Associates, Inc. estimated that this annual event boosts our economy by more than \$76 million each year. As this is such an important event for our City, it is fitting that the City of Tucson recognizes the 50th Anniversary of the Gem and Mineral Show.

Project Description - Last year a partnership was formed consisting of the Rio Nuevo Office, the Tucson Convention Center and the Department of Transportation's ParkWise Program. Together, these three groups took advantage of the need to elevate a portion of the Rio Nuevo site out of the flood plain. While the planned grading was designed in such a way as to support future development of the site, it was also designed to accommodate parking for the Gem Show: an event that has grown so large that parking is continually a challenge. Working with the Menlo Park Neighborhood, ParkWise arranged to open this new temporary lot and have it served by the Gem Show shuttle system. Jointly, ParkWise and TCC staff then operated the lot for the duration of the 2003 show. As per Mayor and Council policy, the revenues from operating this lot were deposited into a ParkWise fund 005 account.

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The goal of this intra-city partnership effort was twofold:

- 1) To help alleviate overflow parking issues in downtown neighborhoods.
- 2) To raise sufficient revenue to help fund a celebration recognizing the 50th anniversary of the Gem Show.

Both of these goals were met and operating this lot last year raised \$7,500 in net revenue. It is anticipated that an equal amount of revenue will be raised again this year with the renewed operation of this lot for the 2004 Gem Show. The total, \$15,000, will be sufficient to pay for a fireworks display on A Mountain on February 11, 2004 honoring the 50th Anniversary opening night of the Gem Show. Tucson Police Department, Tucson Fire Department, and the Parks and Recreation Department are all working together with the previously mentioned Departments to ensure a successful event.

Legal Considerations - None.

Financial Considerations - Funds for the \$15,000 fireworks display are contained in a ParkWise Fund 005 account. There will be no impact to the General Fund.

JK:RichardSinger:rs